

Message Text

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PAGE 01 RIO DE 02651 082035Z

ACTION COME-00

INFO OCT-01 ARA-14 ISO-00 EB-07 /022 W

-----090326Z 120710 /72

R 082000Z JUN 77

FM AMCONSUL RIO DE JANEIRO

TO SECSTATE WASHDC 4981

INFO AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

UNCLAS RIO DE JANEIRO 2651

E. O. 11652: N/A

TAGS: BEXP, BR

SUBJ: FOREIGN BUYER PROGRAM: PROMOTION OF BRAZILIAN ATTENDANCE
AT BAKING INDUSTRY EXPO., ATLANTIC CITY, N.J.

1. ONE OF THE TRAVEL AGENTS WHICH COOPERATES IN THE PROMOTION OF U.S. TRADE SHOWS IS WORKING ON THE ORGANIZATION OF A GROUP TO ATTEND THE BAKING INDUSTRY EXPOSITION, OCTOBER 8-13, 1977 IN ATLANTIC CITY, N.J. THE TRAVEL AGENT PLANS ON A GROUP OF 30-45 EXECUTIVES IN THE BAKING FIELD. HE IS RECEIVING COLLABORATION FROM FLEISHMANN ROYAL (SUBSIDIARY OF STANDARD BRANDS) WHICH SUPPLIES 90 PERCENT OF THE BRAZILIAN MARKET WITH YEAST. PRESENT PLANS CALL FOR THE GROUP TO VISIT THE FOLLOWING THREE ORGANIZATIONS AFTER THE EXPOSITION:

1) ARNOLD BAKERS INC., HAMILTON AVE., GREENWICH, CONN., HALF-DAY VISIT ON OCTOBER 17; 2) KITCHENS OF SARA LEE, 500 WAUKEGAN ROAD, DEERFIELD, CHICAGO, ILL., HALF-DAY VISIT ON OCTOBER 18; AND 3) AMERICAN INSTITUTE OF BAKING, CHICAGO, ILL., HALF-DAY VISIT ON OCTOBER 19. OUR ASSISTANCE HAS BEEN REQUESTED IN MAKING ARRANGEMENTS FOR THESE VISITS.

2. ACTION REQUESTED: A) PLEASE OBTAIN FOR PROMOTIONAL PURPOSES A SMALL SUPPLY OF BROCHURES (200). LIST OF EXHIBITORS, ETC. FROM ORGANIZERS OF BAKING INDUSTRY EXPO. AND SEND VIA AIRPOUCH TO COMMERCIAL SECTION, AMCONGEN RIO AS SOON AS UNCLASSIFIED

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POSSIBLE. B) CONFIRM FEASIBILITY OF VISIT BY LARGE GROUP ON DATES MENTIONED SO THAT TRAVEL AGENT MAY INCLUDE INFORMATION ON PRINTED SCHEDULE HE IS PREPARING. ALSO, PLEASE SUPPLY NAMES OF OFFICIALS IN EACH ORGANIZATION THAT GROUP SHOULD CONTACT. C) ANY OTHER INFORMATION OR SUGGESTIONS WOULD BE WELCOME.

3. WE WILL REPORT FURTHER DEVELOPMENTS AND WILL SEND NAMES

AND TITLES OF THOSE WHO PLAN TO ATTEND WHEN THEY BECOME
AVAILABLE.
SIMMONS

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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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